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Annual Meeting of American Evaluation Association: *Speaking Truth to Power*

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Cleveland, OH

NACP

NATIONAL ASTHMA
CONTROL PROGRAM

Outline

- Objectives
- Overview
- Introduction to Panelists
- References



Introduction

- **Evaluating health equity is an important strategy in measuring reduction in health disparities (Committee on Evaluating Progress of Obesity Prevention Effort, 2013).**

Objectives

- a) Describe how including health equity is an example of an evaluation best practice;**

- b) Identify different strategies to use if there is resistance to measuring health equity, and**

- c) Explain how values can enhance evaluation.**

OVERVIEW

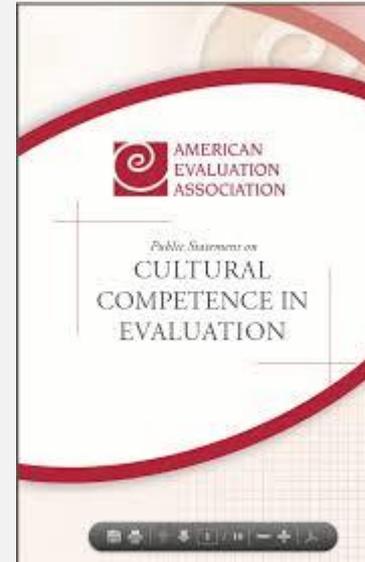
Integrating Health Equity as a Best Practice

- **Cultural Competence**
- **Mechanisms of Influence**
 - Qualitative Methods
 - Facilitation

Integrating Health Equity as a Best Practice: Cultural Competence

- **“Culturally competent evaluation emerges from an ethical commitment to fairness and equity for stakeholders. “**

(AEA, 2011, p.4)



Integrating Health Equity as a Best Practice: Mechanisms of Influence

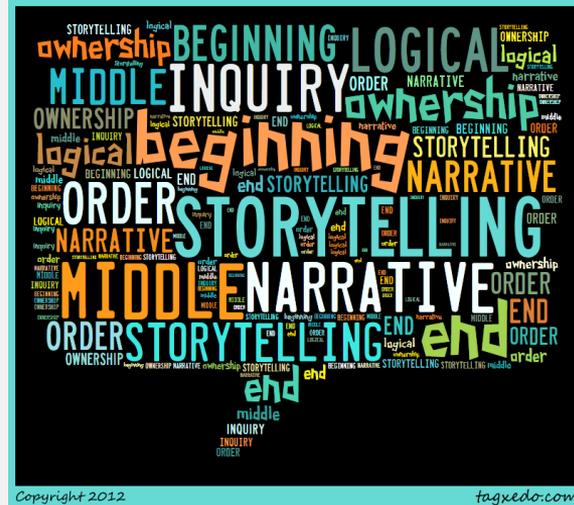
Interplay of Evaluation Influence and Mechanisms of Evaluation Influence



Mediators

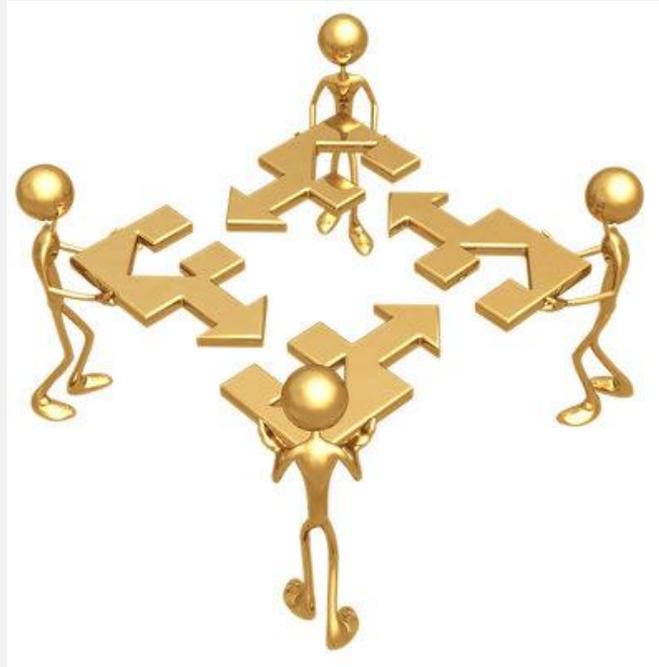
- Elaboration
- Heuristics
- Priming
- Salience
- Skill acquisition
- Justification
- Persuasion
- Minority opinion influence

Integrating Health Equity as a Best Practice: Qualitative Mechanisms of Influence



Exploring the complexity of social
determinants of health

Integrating Health Equity as a Best Practice: Facilitative Mechanisms of Influence



Creating Safe spaces

INTRODUCTION OF PANELISTS

Featured Panelists

- **Alexandra Catherine Hayes Nowakowski, PhD, Florida State University College of Medicine, Assistant Professor**

“How evaluators can engage elements of their personal biography to facilitate building trusting relationships with asthma patients and other service users”

Featured Panelists

- **Anne LaFond, Director, Center for Health Information, Monitoring and Evaluation (CHIME) at JSI.**

“Understanding where human rights barriers lie: A critical step to address challenges in health equity.”

Featured Panelists

- **Chris Kippes, MS, Cuyahoga County Board of Health, Director of Epidemiology, Surveillance, and Informatics**

“A road to health equity: Embracing historical truths and the power of collaboration.”

REFERENCES

REFERENCES

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Thank you!

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